



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 566678 /		<u>Alt Order #</u> 07895031
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 08/15/12 - 08/21/12		<u>Estimate #</u> 12/11/884
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/15/12	08/19/12	NewsChannel 3 News	5-6am		:30			NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--222--				6	\$240.00			
2	3	08/20/12	08/21/12	NewsChannel 3 News	5-6am		:30			NM	4	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	22-----				4	\$240.00			
3	3	08/15/12	08/19/12	NewsChannel 3 News	6-7am		:30			NM	6	\$2,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--222--				6	\$365.00			
4	3	08/20/12	08/21/12	NewsChannel 3 News	6-7am		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	22-----				4	\$365.00			
5	3	08/15/12	08/19/12	CBS This Morning	7-9a		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--222--				6	\$280.00			
6	3	08/20/12	08/21/12	CBS This Morning	7-9a		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	22-----				4	\$280.00			
7	3	08/18/12	08/18/12	Early Show Saturday	9-11am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$200.00			
8	3	08/19/12	08/19/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$485.00			
9	3	08/15/12	08/19/12	Let's Make A Deal 9am	9-10am		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$415.00			
10	3	08/20/12	08/21/12	Let's Make A Deal 9am	9-10am		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$415.00			
11	3	08/15/12	08/19/12	Price Is Right	11am-12n		:30			NM	3	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$555.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
566678 /	07895031

Contract Dates	Product	Estimate #
08/15/12 - 08/21/12	Crossroads GPS	12/11/884

Advertiser	Original Date / Revision
Crossroads GPS	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
12	3	08/20/12	08/21/12	Price Is Right	11am-12n		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$555.00			
13	3	08/15/12	08/19/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$415.00			
14	3	08/20/12	08/21/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$415.00			
15	3	08/15/12	08/19/12	CBS Daytime	1228-3pm		:30			NM	9	\$4,995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--333--				9	\$555.00			
16	3	08/20/12	08/21/12	CBS Daytime	1228-3pm		:30			NM	6	\$3,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	33-----				6	\$555.00			
17	3	08/15/12	08/19/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3	\$1,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$395.00			
18	3	08/20/12	08/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$395.00			
19	3	08/15/12	08/19/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$280.00			
20	3	08/20/12	08/21/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$280.00			
21	3	08/15/12	08/19/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$465.00			
22	3	08/20/12	08/21/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$465.00			
23	3	08/15/12	08/19/12	Newschannel 3 News	530-6pm		:30			NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$435.00			
24	3	08/20/12	08/21/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$435.00			
25	3	08/15/12	08/19/12	Newschannel 3 News	6-630pm		:30			NM	3	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$505.00			
26	3	08/20/12	08/21/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$505.00			
27	3	08/19/12	08/19/12	Newschannel 3 News	630-7pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$200.00			
28	3	08/15/12	08/19/12	7-730pm	7-730pm		:30			NM	3	\$1,755.00

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   --111--   3   \$585.00												
29	3	08/20/12	08/21/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   11-----   2   \$585.00												
30	3	08/15/12	08/19/12	730-8pm	730-8pm		:30			NM	3	\$1,665.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   --111--   3   \$555.00												
31	3	08/20/12	08/21/12	730-8pm	730-8pm		:30			NM	2	\$1,110.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   11-----   2   \$555.00												
E 32	3	08/18/12	08/18/12	Saturday Prime	10-11pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   -----S-   1   \$830.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/13/12-08/19/12	Saturday Prime	10-11pm	-----Sa--	:30		<del>\$830.00</del>	NM		
	Credited											
33	3	08/19/12	08/19/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   -----S   1   \$1,785.00												
34	3	08/15/12	08/19/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   --111--   3   \$760.00												
35	3	08/20/12	08/21/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   11-----   2   \$760.00												
36	3	08/18/12	08/18/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$515.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   -----S-   1   \$515.00												
37	3	08/19/12	08/19/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$515.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   -----S   1   \$515.00												
38	3	08/15/12	08/19/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   --111--   3   \$235.00												
39	3	08/20/12	08/21/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$470.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   11-----   2   \$235.00												
40	3	08/15/12	08/19/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	3	\$210.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12   08/19/12   --111--   3   \$70.00												
41	3	08/20/12	08/21/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	2	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   11-----   2   \$70.00												
V 42	3	08/21/12	08/21/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   -T-----   2   \$280.00												
V 43	3	08/21/12	08/21/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$235.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12   08/26/12   -T-----   1   \$235.00												
V 44	3	08/21/12	08/21/12	Overnight Rotator	430-459am		:30			NM	1	\$35.00

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	Crossroads GPS	12/11/884

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<hr/>												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$35.00			
<hr/>											<hr/>	
<b>Totals</b>											120	\$50,055.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	120	\$50,055.00	\$42,546.75
<b>Totals</b>	120	\$50,055.00	\$42,546.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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